

# Global IP strategy for a pioneering outdoor brand. 40+ trade marks and 100 designs secured across 20 territories. One-of-a-kind protection for a one-of-a-kind product.

Another client success story,  
supported by Addleshaw Goddard.

As Dryrobe grew internationally, it needed help to better manage its intellectual property and brand protection. We supported the brand with securing key trade marks and design rights, as well as developing its enforcement strategies against imitators. Today, Dryrobe has a streamlined legal playbook to guide its brand protection. This includes tools for efficient enforcement and newly registered non-traditional trade marks, all helping to safeguard its unique identity.

This culminated in Dryrobe's most recent win in the Intellectual Property and Enterprise Court, whereby a copycat brand was successfully enjoined and all genericide counterclaims against Dryrobe were successfully defended, with the court deciding that the Dryrobe trade mark has acquired distinctiveness.

